

Message Text

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21

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INFO OCT-01 EUR-12 ISO-00 EB-07 DODE-00 PM-03 MC-02

CIAE-00 INR-07 NSAE-00 /032 R

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R 302235Z JUN 75

FM SECSTATE WASHDC

TO AMEMBASSY OTTAWA

INFO USMISSION NATO

C O N F I D E N T I A L STATE 154411

E.O. 11652: GDS

TAGS: BEXP, CA, BE

SUBJECT: PRODUCT OPPORTUNITY - PERSONNEL CARRIERS FOR CANADA

REF: OTTAWA 2278

1. DISCUSSION HELD WITH J.H. SPRENGEL, SPECIAL ASSISTANT TO CADILLAC GAGE (CG) VICE PRESIDENT FOR MARKETING. SPRENGEL PROJECT DIRECTOR FOR MARKETING EFFORT ON THIS PROJECT. CG CONSIDERS SWISS MOWAG IS PRINCIPAL COMPETITOR AND SWISS PRODUCT BELIEVED PREFERRED BY OPERATORS BECAUSE OF NEW TECHNOLOGY IN UNIT. ALSO RECENT LINK UP OF MOWAG WITH GM OF CANADA TENDS TO PLACE MOWAG IN GOOD POSITION. HOWEVER, CG HAS BEST PRICE AND SPRENGEL CONSIDERS THAT EIGHTY PERCENT OF PARTS CONTENT OF THEIR ENTRE IS IN THE U.S./CANADA SUPPLY SYSTEM.

2. SPRENGEL WILL CALL EMBASSY THIS WEEK FOR APPOINTMENT TO
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MEET WITH COMMERCIAL COUNSELOR AND DAO AND DISCUSS SITUATION

IN MORE DETAIL. REQUEST EMBASSY ASSIST IN OPENING DOORS AT
OTTAWA WHEN APPROPRIATE AND SUPPORT EFFORTS OF U.S. FIRM. INGERSOLL

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Message Attributes

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Margaret P. Grafeld
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